

"SPORTS  
REVUE"

## Publix Opinion

"SPORTS  
REVUE"

OL. I

Publix Theatres Corporation, Paramount Building, New York, Week of May 29th, 1927

No. 6

### PARAMOUNT GETS STORY ON B'WAY BEFORE DAILIES

#### Ushers Mobbed As Thousands Seek Papers

(Picture on page 4)

When Capt. Charles A. Lindbergh set the whole world talking last week by his amazing feat of bridging the Atlantic ocean in a non-stop aeroplane flight, the Paramount Theatre stepped up with the popular event for an exceptionally fine publicity break. Early on Saturday afternoon thousands of persons congregated in Times Square anxiously awaiting news of Lindbergh's progress. As the afternoon wore on and it became more evident that the young flier's daring dash would be crowned with triumph, the crowds around Times Square in the vicinity of the Paramount theatre swelled to such magnitude that it was necessary to call out police reserves to keep them in order.

Meantime the Publicity Department at the Paramount theatre in conjunction with Manager Ted Leaper, had been getting first hand official reports as to Lindbergh's proximity to his goal. A special bulletin, full newspaper size, in regular newspaper form was printed, with the scare headline announcing Lindbergh's safe arrival. A story announcing his reception in Paris was played up next to a three-column cut of the young hero. The rest of the page was devoted to various stories about the so-called "Flying Fool." At the bottom of the page was a bold-faced flash announcing that Paul Whiteman would reach the Paramount Theatre beginning June 4th.

At 5:30 the Paramount Theatre received news that Lindbergh had arrived safely. Immediately a score of ushers armed with thousands of copies of the Paramount Times were sent on Broadway. They were literally mobbed by the thousands of persons awaiting just such official word. It was not until almost three-quarters of an hour later that any of the New York dailies had the official story on the street.

## PRODUCTION PICTURES READY

### HAS SAX APPEAL



Ruth Glanville featured in Petroff's "Sports Revue" brings to the Publix Circuit a gracious stage presence, a world of fascinating pep, and a whale of a publicity chance for every live press representative.

### INDIANA THEATRE NEW PUBLIX HOUSE TO OPEN

**Finest House In State  
Will Seat 4,000**

(Picture on page 4)

Saturday, June 18th, is the day set for the grand opening of the Indiana Theatre in Indianapolis. The Indiana is to be a regular Publix Unit Theatre and will get Broadway productions together with other houses on the circuit. Ace Berry, who has long been identified with the Circle Theatre as Managing Director will take charge of the new Indiana in the same capacity.

According to all reports, the Indiana will be one of the greatest theatres in the United States. It will have a seating capacity of 4000 and luxurious stand-out room for as many more. Decorations and appointments will be lavish, not only for the patrons but for performers and attendants as well. Back stage equipment will include a number of mechanical and lighting schemes never before used in any theatre.

A huge opening campaign is now being organized by Manager Berry, who has promised to have full details ready for an early issue of PUBLIX OPINION.

### B.&B. DRIVE TOTALS ARE PILING UP

With the Booking and Buying Drive reports nearly ready for publication, Sam Dembow Jr., makes the following statement:

"Some of the boys in the Booking and Buying Drive came through with wonderful results. It is impossible to give credit or facts on all the splendid work put forth throughout the circuit. Among them, however, the following come to light:

Sam Hammond of the Egyptian, Greenville, grossed 25 per cent against his expectancy by the use of a black bottom professional dancer which he put over.

H. L. Jordan of the Strand Anderson, S. C., going some for Anderson, and Tom Holliday of Columbia, S. C., made big profits.

Warren Irwin and E. Whitaker at the Imperial, Charlotte, booked "The Passion Play" and doubled the normal business for the first three days. Irwin had the picture announced from the pulpits, one minister saying there was not a better Christian gentleman to be found in Charlotte than Mr. Irwin and he wanted his congregation to see The Passion Play. Some community good will, that!

### BUILDING OF PUBLIX STAGE SHOWS SHOWN IN SCREEN SERIES

The comprehensive series of motion pictures depicting graphically what transpires behind the scenes in the making of a Publix stage show has just been completed. It will be released for use in those theatres playing the unit shows. The series is divided into eight parts.

#### "THE SPIRIT OF ST. LOUIS"

J. Reeves Espy, the debonair publicity purveyor of St. Louis, with his assistants Sergeant and Tyson, created quite a publicity novelty in that city through the St. Louis Times by inventing a comic strip which is called "Maise of the Movies." The boys write and produce this strip themselves and furnish it to the Times. It appears daily on that newspaper's comic sheet as a regular feature. The angle, of course, is to legitimately work into the strip the names and personalities featured in the Skouras Brothers' theatres. The stunt involves an expense of \$40.00 per week, which is the salary paid the cartoonist. The strip is signed "J. Tyjent," devised from the three names of the men in the publicity department: J. Reeves Espy, Tyson and Sergeant.

### "SPORTS REVUE" FILM WILL SELL SEATS

What probably is the best picture trailer yet worked up for a Publix stage production is that which has just been completed and which will be sent around the Circuit in advance of the Boris Petroff show "The Sports Revue." Through an arrangement made with the Madison Square Garden, the Home Office publicity department was successful in having the Revue rehearsed for several days at the Garden. The pictures show the girls in training and boxing and punching the bag under the direction of Jack Zivic, formerly world's amateur welter-weight champion and now leading contender for the welter-weight title in the professional ranks. The advance trailer shows Zivic putting the girls through their paces and also shows the principals playing basket ball on bicycles, fencing, playing La Crosse and warming up other sports. The picture is so interesting that it would easily have demand in any theatre as a straight news reel shot.

Mr. Whitaker did a fine job in having the picture announced in the schools and in an editorial.

These are just a few examples of what the boys did on the Booking and Buying Drive. More will be brought to light from time to time as the work put forth on the entire circuit was of the most commendable character."

The first in the series is woven around the activities of Frank Cambria, director and chief of Publix productions. The second is built about the costuming of Publix units and shows in an interesting way how the costumes are designed, patterned and fitted. No. 3 brings to your audiences a glimpse of Nathaniel Fins-ton, general music director of Publix theatres, with side shots of the music library and the music staff. A peek behind the scenes at the way in which chorus girls are drilled in the rehearsal halls is practically a short feature in itself. John Murray Anderson, a master of stage craft, is the subject for the fifth trailer.

Probably the most interesting of all is the trailer which depicts the building of a stage setting from the time it is designed and modeled till it is set in place behind the footlights. Other interesting parts in this series include a close-up of the auditions weekly at the Paramount Theatre and the training of a ballet dancer.

**\$200  
CASH  
WHO WILL WIN  
THE ANDERSON  
'BIRTH STONES'  
PRIZE  
?**

**IMPORTANT  
CHEX  
STORY  
ON  
PAGE 3**

# PETROFF'S "SPORTS REVUE" IS PUBLICITY CINC

## FULL OF OPPORTUNITIES FOR MERCANTILE TIE-UPS & OUTDOOR EXPLOITATION

### STUNTS GALORE

Here is a stage production which lends itself to every line of outdoor exploitation. Boxing, Tennis, and Golf are always popular at this time of year. The photos supplied on this production will be in big demand for sport window displays. Department stores carry almost all the items used in the show which opens an opportunity to tie up with Department store advertising.

The sports costumes worn in this production have created so much interest in New York City, that the management of Madison Square Garden called at the Paramount Theatre for photos, and they intend to use them at the "Garden." The pictures of these costumes should lend themselves to excellent Department store tie-ups. Window displays of sport sweaters and skirts. The stores all have ready made material which will almost match the design of the stage costumes. These backed with photos of the costumes worn in the "Sports Revue" make excellent displays or advertising copy for the papers.

Good newspaper copy can be made for the women's column, using photos of the sweater-skirt costume.

Tie-up with sporting events which may be scheduled during the run of the "Sports Revue." Co-operation of some of the talent in the show can be secured for local pictures in connection with sports events.

### ICE SKATING WITHOUT ICE

The Icelanders do some plain and fancy skating in the entertaining "Sports Revue" produced by Boris Petroff. This team displays a considerable amount of technical skill on their specially patented skates. This is the only perfect rendition of ice skating that can be used on the stage without the use of artificial ice.

The Icelanders were used for the skating revue in Cecil DeMille's "Fool's Paradise," and before the War had charge of the chorus at the Admiral Palace Theatre in Berlin. They are internationally known as teachers of figure skating and can claim many of the former "Charlot Revue" girls as pupils.

### MURRAY ANDERSON TO VACATION IN EUROPE

John Murray Anderson, whose latest production, "Winter Nights" opened at the Paramount Theatre this week preparatory to a tour of the unit houses, will sail for Europe on Tuesday, May 31st, on the S. S. Aquitania.

Mr. Anderson will be abroad for a period of two months during which time he will visit England, France and Italy.

Publix Theatres presents  
**"THE SPORTS REVUE"**  
Devised and Staged by  
BORIS PETROFF

(1)  
**"SPORTS OF THE UNIVERSE"**  
sung by  
Charley Calvert, Master of Ceremonies

(2)  
**"IN TRAINING"**  
with The Six Ada Kaufman Girls

(3)  
**WINTER SPORT**  
with The Icelanders

(4)  
**"SAXOPHONY"**  
as played by Ruth Glanville

(5)  
A Love Set of  
**SYNCOATED TENNIS**  
The Six Ada Kaufman Girls

(6)  
**BASKET BALL-AND HOW!**  
by The Oxford Trio

(7)  
**THE CAMPUS CUT-UP**  
Charley Calvert

(8)  
**FOOTBALL FINALE**  
with Burns & Foran  
and

The Entire Company  
General Music Director,  
NATHANIEL FINSTON

### CALVERT IS ONE MAN JAZZ BAND

Charley Calvert, the genial Master of Ceremonies in Boris Petroff's thrilling "Sports Revue," literally boxed his way to a stage career. Ten years ago he started as a card boy back stage. Gradually the lure of the footlights caught him and he decided to become an actor. Eddie Leonard taught him his first dance steps and encouraged him in his upward climb. Then the war came, but he did not forget his early ambitions. He took an important role in "You Know Me Al," which was produced by the troupe of A.E.F. boys in France. He also boxed during the war and for a short time held the Divisional Welterweight title.

After the war he returned to the stage to continue a very promising career. He has appeared with such international artists as Eva Tanguay and Sophie Tucker. For three years he has been connected with the Paramount organization and is now under the management of Publix Theatres Corporation. This all-round athlete possesses a rich melodious voice and he finds ample scope for his versatility in the snappy "Sports Revue."

One of his most entertaining specialties is the imitation of a jazz band. With the ukelele and a tin funnel he can produce syncoated tunes that never fail to turn audiences upside down.

### NEW WAY TO PLAY BASKET - BALL

The Oxford Trio present a novel game of basket-ball on bicycles in Publix new production "The Sports Revue." Harry Wells and Bob Mortimer use an oversized ball and display remarkable agility. Doris May is the attractive referee. The Oxford Trio originated their unique game in England and have since played all over the world.

### TENNIS N'EVERYTHING



Boris Petroff's sparkling "Sports Revue" gives the six Kaufman dancers a novel opportunity to display their excellent Tiller routine. Peg Marney, Ivy Gaynor, Belle Collinson, Helen Rauth, Hedda Nysten and Mary Beth Weber comprise the breezy sextette and under the direction of Ada Kaufman present a lively act. This team has done some notable work in moving pictures during the past two years. They have appeared with May McAvoy and in "Battling Butler" with Charles Ruggles.

Ada Kaufman, former Tiller girl, originated her act in England and has since become internationally known. The routine is made peppy by a troupe of eye-filling girls.

### YOU CAN USE THIS STORY FOR YOUR OWN CONTEST

Here is One of the Best 'Opportunity' Stunts Yet—Use it with your Jazz Leader

(From the St. Louis Star)

Following yesterday's first announcement in The Star of an opportunity for a stage career, the telephone in the publicity department of Skouras Brothers Enterprises was kept busy as St. Louis young women showed their eagerness to secure information about the big event which will be conducted by Brooke Johns at the Missouri Theater.

"Will the winner really be paid \$75. per week salary?"

"What sort of a costume should I wear?"

"I do not know anything about makeup. Where can I learn?"

These and dozens of other queries were made by prospective candidates who plan to take advantage of the opportunity of fered.

"This is a remarkable chance," Johns said. "First, the winner will receive \$75. per week salary for nineteen weeks. She'll visit the many leading American cities, and say—think of that trip to New York. When I was a kid I figured for ten years on how I might get to New York. We're going to make it simple for any young woman to go, providing she has talent and ambition."

Everything Arranged.

"Our St. Louis winner will have everything arranged for her and she won't run up against the pitfalls sometimes dangerous to stage careers. She'll be chaperoned and protected as though she were still in St. Louis."

Johns was asked to point out things that might be helpful to the contestants and offered the following suggestions:

"Cultivate a smile and unless you are singing or playing a serious number, keep smiling. This goes for any kind of performer unless the situation is serious."

"Appearance is very important. Careful attention should be paid by all contestants to their costume for the Missouri appearance. If you are a singer, a suitable evening gown and accessories should be worn. The same applies to most instrumentalists. Dancers have more opportunity for novelty, or strictly stage costumes. The flashier and more striking a dancer's costumes, the better. It isn't necessary to spend a lot of money, but look as cute" as possible. This means a lot with any audience.

"Naturalness on the stage is invaluable. Do not pose. Try to act just as though you were in your own home."

"There is no particular style of entertainment that is better than the next. There is plenty of room for new singers, new dancers, new instrumentalists and new comedienne. Anybody who can do anything well will meet with success."

"The matter of makeup is simple. When contestants appear at the theater we will advise them as to makeup."

"Be confident. Never let your audience know you are flustered. Be sure of yourself in every respect and the rest is easy."

How to Enter Contest.

These are Brooke Johns hints to young women, who will try to win the opportunity to go to New York to appear in the Publix stage show, "Young America." The

### RUTH GLANVILLE KNOWS HER S

Made Victor Her  
Sit Up and Take  
Notice

The youthful and very charming Ruth Glanville, brilliant phone artist appearing in the Publix production, "Sports Revue," received her saxophone lesson at the early of five years when she was much bigger than the instrument upon which she played. She has a very serious interest in the development of her musical and under her father's tuition came a finished saxophonist very early age.

Ruth Glanville's brilliant well-merited success as a saxophone player with all the leading bands in the country, including Sousa and Frederick Neal is significant of her intense ambition to glorify the saxophone. That she has been more than successful is evinced by the fact that the late Victor Herbert, famous conductor and song writer, gave her a graceful compliment in writing that she was the first person to make him acknowledge saxophone as a musical instrument.

In the Publix "Sports Revue" she gives an unusually fine rendition of popular songs, displaying a finished and remarkable technique.

### "STONE AGE" LASSIES TAKE QUARRY BY ST

A live-wire publicity stunt, one of which the unit cities have not yet played Murray Anderson's "The Stone Age Folies" might take full advantage, was effected in Omaha last week at that Publix unit production at the Capitol Theatre.

Nate Frudenfeld was the man behind the gun in lining up one. He made arrangements to have the six pretty lassies in act, dressed in their stone-age costumes, make an appearance at a stone quarry near Omaha. A series of still pictures was made of the girls which photos found ready market in the local papers. In addition a movie of the girls cavorting among rocks, as real stone-age ladies old were supposed to cavort, made. This movie shot was inserted in the current news at the Capitol.

The movie shot has been turned over to the stage manager of "Alpine Romance" company, which will take it with him around circuit for a week's showing advance of the playing of "Stone Age Folies."

event is open to any young woman between the ages of eighteen and twenty-six who can sing, dance, play a musical instrument.

All you have to do to enter is write the publicity department of Skouras Brothers Enterprises, 215 Broadway Theater Building, your name, address and the name of the entertainment you do. If you have a photograph mail it for publication in The Star. If not, arrangements will be made for you to visit Fios studios, 2226 Broadway, to have photographs made. For any further information telephone, Central 4600 and ask for the publicity department.

Let's go! Decide upon your costume and get your entry in the Eliminations will be held at Missouri Theater, June 1, 2 and 3. The finals are scheduled for the week of June 4, when five young women appear on the stage. Brooke Johns, receiving for the week's work \$35.00, as well as having the chance to go to New York if declared the winner.

# You Know What Publicity Will Do For You! What Are You Doing For Publicity?

"Leave no stone unturned to give Publix the high standing it holds in the world of theatres."

## Publix Opinion

Published by and for the Press Representatives and Managers of

**PUBLIX THEATRES CORPORATION**

SAM KATZ, President

A. BOTSFORD, Dr. Advertising

JOHN E. McINERNEY, Editor

### SPECIAL CORRESPONDENTS

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 Allen ..... Loew's Palace, Memphis  
 Grist ..... Howard Theatre, Atlanta  
 Loughborough ..... Metropolitan Theatre, Los Angeles  
 Lazarus ..... San Francisco

## Albert Hubbard's Business "Credo"

I believe in myself.  
 I believe in the goods I sell.  
 I believe in the firm for whom I work.  
 I believe in my colleagues and helpers.  
 I believe in American Business Methods.  
 I believe in producers, creators, manufacturers, distributors, and all industrial workers of the world who have a job, and hold it own.  
 I believe that Truth is an asset.  
 I believe in good cheer and in good health, and I recognize the fact that the first requisite in success is not to achieve the dollar, but to confer a benefit, and that the reward will come automatically and usually as a matter of course.  
 I believe in sunshine, fresh air, spinach, apple sauce, laughter, termilk, babies, bombazine and chiffon, always remembering that the greatest word in the English language is "Sufficiency."  
 I believe that when I make a sale I make a friend.  
 And I believe that when I part with a man I must do it in such way that when he sees me again he will be glad—and so will I.  
 I believe in the hands that work, in the brains that think, and in hearts that love.

## Lindbergh

Captain Lindbergh's remarkable achievement is an object lesson in overcoming difficulties and surmounting obstacles. His victory over elements will stand forever as a monumental inspiration to mankind. His supreme modesty is equally outstanding. The satisfaction of the culmination of a hard job well done is the only reward he desires. He has set an example for us all and one that applies equally to our particular business. We are often tempted to work for credit rather than tangible results and sometimes the glory of spectacular accomplishment is more alluring than practical return. Lindbergh's confidence, determination and carefully laid plans carried him through to success. While others hesitated and delayed, he won victory. We all have our problems, our obstacles and our handicaps. We can't all be Lindberghs but we can apply Lindbergh ideals to everything we do.

SAM KATZ

## Spring Tonic

Congratulations to the Unit Theatre press representatives for their splendid work in making the "Opportunity Contests" so successful. The front page announcements all around the circuit are truly phenomenal and are establishing new publicity records that will probably never be equalled by any other organization. These announcements are appearing regularly despite the unusual news space being allotted to Lindbergh. They would not appear if we did not have a position with "It" and a persistent, whole-hearted ambition to put the greatest co-operative event in the history of Publix. The most important factor of all will be our ability to "stay hot." Everything is in our favor and enthusiasm within the organization is keeping pace. We are providing a "spring tonic" that is stimulating every inch of our business and we can't let it "cool off." We're not going to rest on our laurels, we're going to hold a laurel contest.

—A. M. BOTSFORD

## CAMBRIA ON OPPORTUNITY

### Production Head Is Enthused About Contest

(By FRANK CAMBRIA)

"The Sages and Prophets of old have said that Opportunity knocks but once at one's door. Do not let opportunity get away from you—make the most of it—be prepared to avail yourself of it when it knocks at your door—open the door and let Opportunity come in."

The number of people who have left home and fireside and travelled many miles away—among strange people, to get an opportunity to show what they can do, no one will ever know. And so, we have many people who come to the Publix Circuit from distant homes, applying to us, seeking an interview, requesting an audition, so long as he or she is given an opportunity to show their talents and their value to us in Publix units—dancers, singers, musicians, authors, composers, etc.

It is impossible to see every one. Many duties will not permit us to give more than a limited amount of time to see these people seeking an opportunity, and many are turned away. It often occurs that among those turned away there may be some hidden unusual talent. What a pity! They go on seeking day after day; some give up, discouraged by their failure to be given an opportunity and fall away to some other task; others stick to it, and try and try again, until by chance they are heard—and it is not always that their first hearing is a successful one.

The Publix National Opportunity Contest which started simultaneously this week in 19 big cities is a most practical method and should be most enthusiastically supported because of its manifold advantages to the young talent of America. For one thing it should develop with an American institution, discovering and developing American talent and genius—what greater joy is there than making others happy!

That is what Publix stands for. Our two-fold purpose is to make the performers happy so that they in turn will pass this happiness on to the audience.

### HERE IS A TYPICAL PARAMOUNT THEATRE ADVANCE TRAILER

Starting Saturday  
LOIS MORAN

#### "THE WHIRLWIND OF YOUTH"

A high-speed, all action drama of youth and love with an all-star, all-youth cast

and

#### GOUNOD'S "FAUST"

a combined screen masterpiece and stage presentation

also

A special Memorial Day feature

and

#### JESSE CRAWFORD

at the World's Greatest Organ presenting a production novelty

#### "A SUMMER IDYL"

on the stage

#### "WINTER NIGHTS"

A fantasy of the land of the Midnight Sun with all shimmering beauty of the Aurora Borealis

Starting Saturday—

All seats 40c until 1 o'clock

NOTE—

PUBLIX OPINION wants to run good trailer copy in this column, every week. Send it in.

## WHIRLING AROUND THE PUBLIX WHEEL

L. E. Schneider has just returned to New York from St. Joseph, Missouri, where he attended the formal opening of the new Missouri Theatre.

Paul Whiteman, himself, and his orchestra opens at the Paramount, New York, June 4th, for an indefinite engagement.

Gus Grist, press representative at the Howard Theatre, Atlanta, has tied up Wheeler Wadsworth, the jazz band conductor, with his Opportunity contest in the "Constitution."

William K. Hollander, Director of Publicity for the Balaban and Katz-Publix interests in Chicago and Middle West, has made special radio broadcasting arrangements for the Opportunity Contest in Chicago.

One of the biggest front page Opportunity breaks, comes from Dorothy Day, who has tied up the Capitol with the Des Moines Tribune-Capitol.

Alex Hyde of jazz-band fame is now being featured at the Olympia Theatre in New Haven.

Ted Leaper, manager of the Paramount, New York, sold \$500 worth of Publix Chex before the sale began. Every member of his organization is competing for the position of "Chex Sales Manager!"

Stella Powers, who scored a success in "Pompador's Fan," is now featured in Murray Anderson's latest unit hit, "Winter Nights," opening this week at the Paramount, New York.

Jack Partington, Publix producer on the Pacific Coast, is coming to New York to assist in the staging of Paul Whiteman's productions at the Paramount.

## Life-lines for Pictures

from Lazarus, at the Granada, San Francisco.

Señorita routed armies but she couldn't face a mouse

A hot tempered hurricane—(for Señorita)

The bachelor's prison song:

Wedding bells in May tra la!

Wedding bills in fall ha ha!

A laughlit, moonlit, serenade, dashing Bebe's very best picture, Señorita.

Tomorrow the fun starts—hilarious, hi-hat Raymond Griffith

Hi-hat Ray is on his way

Joyous, romantic and gosh, how funny! (Señorita)

Si! Si! See this go gettin' female, Bebe's best.

## Where the Unit Shows are Playing Week of May 29th

Winter Nights (Anderson).....	Paramount.....	New York City
Sports Review (Petroff).....	Olympia.....	New Haven, Conn.
Patches (Anderson).....	Metropolitan.....	Boston, Mass.
Vienna Life (Cambria).....	Buffalo.....	Buffalo, N. Y.
Birthingstones (Anderson).....	Michigan.....	Detroit, Mich.
Borrah Minevitch (Cambria).....	Chicago.....	Chicago, Ill.
The Sampler (Anderson).....	Tivoli.....	Chicago, Ill.
Way Down South (Cambria).....	Uptown.....	Chicago, Ill.
Memory's Garden (Anderson).....	Layoff (5 days).....	
Family Album.....	Ambassador.....	St. Louis, Mo.
Milady's Perfumes (Anderson).....	Newman.....	Kansas City, Mo.
Egypt (Petroff).....	Riviera.....	Omaha, Nebr.
Stone Age Follies (Anderson).....	Capitol.....	Des Moines, Ia.
Alpine Romance (Cambria).....	Layoff (1 week).....	
Sea Chanties (Anderson).....	Palace.....	Dallas, Tex.
Paper Revue (Petroff).....	Texas.....	San Antonio, Tex.
Venetian Glass (Anderson).....	Metropolitan.....	Houston, Tex.
Under The Brooklyn Bridge (Cambria).....	Saenger.....	N. Orleans, La.
Chinese Jade (Anderson).....	Loew's Palace.....	Memphis, Tenn.
Opera vs. Jazz (Cambria).....	Howard.....	Atlanta, Ga.

## PUBLIX CHEX ON SALE

By L. L. EDWARDS

After several weeks of intensive preparation, the PUBLIX CHEX plan is under way. On Monday of this week, PUBLIX CHEX were placed on sale in all Publix theatres from Maine to California. Never before, we believe, has such a wide spread merchandising program been conducted in our industry. Once again PUBLIX opens new portals.

We feel that every PUBLIX manager will fully appreciate the opportunity which is his to build a better business through this medium. Like everything new, the PUBLIX CHEX idea must be sold to the Public, and sold hard for the first few months. Very few people discredit the idea of buying life insurance, and yet the six billion dollars worth, which was written last year had to be sold.

PUBLIX CHEX should play a leading part in making the coming summer a record breaker for business, and such will be the case if every manager will put his shoulder to the wheel.

The management is expending a great deal of effort to introduce PUBLIX CHEX and we are obligated to give the plan our most hearty support and co-operation in order that the results may be commensurate with the possibilities.

Publix  Opinion

VOL. I

Publix Theatres Corporation, Paramount Building, New York, Week of May 29th, 1927

# PARAMOUNT LINDBERGH BEA



# LINDBERGH REACHES PAR

The Paramount Times EXT

No. 147,896

PURCHASE NOW AND SAVE BY PARADOX THEATRE

Prison at Castle Melton

## "Flyin' Fool" Sets Whole World Agog As He Thwarts Death In Atlantic



A black and white photograph of six men standing in a row, all wearing suits and ties. From left to right: the first man has dark hair and a mustache; the second man has a beard and glasses; the third man has glasses and a mustache; the fourth man has glasses and a mustache; the fifth man has a mustache; and the sixth man has a mustache. They are all looking towards the camera. The background is a mottled, dark grey.

# WHITEMAN

REACT

PARAMO



THE CROWDS YELLED and the Public trade-mark glittered like Lindbergh's propeller when the MOUNT TIMES hit Times Square, exactly eleven minutes after the "Flyin' Fool" swooped down the great flying field at Le Bourget. Forty-five minutes later the New York papers were on the street. Paramount Theatre had scooped the biggest event in years. (story on page 1).